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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/722,741	11/25/2003	Blagojce Sekulovski	30875.24197	7303
26781	7590	11/01/2007	EXAMINER	
BROUSE MCDOWELL LPA 388 SOUTH MAIN STREET SUITE 500 AKRON, OH 44311			HOAR, COLLEEN A	
ART UNIT		PAPER NUMBER		
4172				
NOTIFICATION DATE		DELIVERY MODE		
11/01/2007		ELECTRONIC		

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

iplaw@brouse.com

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	10/722,741	SEKULOVSKI, BLAGOJCE
<b>Examiner</b>	<b>Art Unit</b>	
Colleen Hoar	4172	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

1)  Responsive to communication(s) filed on 29 April 2004.

2a)  This action is **FINAL**.                    2b)  This action is non-final.

3)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

4)  Claim(s) 1-18 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5)  Claim(s) \_\_\_\_\_ is/are allowed.

6)  Claim(s) 1-18 is/are rejected.

7)  Claim(s) \_\_\_\_\_ is/are objected to.

8)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

9)  The specification is objected to by the Examiner.

10)  The drawing(s) filed on \_\_\_\_\_ is/are: a)  accepted or b)  objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)  The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

12)  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. §.119(a)-(d) or (f).  
a)  All    b)  Some \* c)  None of:  
1.  Certified copies of the priority documents have been received.  
2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3.  Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

1)  Notice of References Cited (PTO-892) 4)  Interview Summary (PTO-413)  
2)  Notice of Draftsperson's Patent Drawing Review (PTO-948) Paper No(s)/Mail Date. \_\_\_\_\_  
3)  Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date  
5)  Notice of Informal Patent Application  
6)  Other:

## DETAILED ACTION

Claims 1-18 are examined.

### ***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-9, 12-18 rejected under 35 U.S.C. 102(b) as being anticipated by Langheinrich et al. (6654725).

As per claim 1,2

Langheinrich et al. ('725) discloses:

A method of displaying advertising data for E-commerce entities, the steps comprising: providing advertising information for a plurality of advertising entities, the advertising information comprising one or more advertisements; providing a microprocessor-based logic processor for use in electronically storing the advertising information; arranging at least a first discrete electronic display page of at least a first portion of the advertising information in a multi-columnar format; providing an electronic searching means operatively communicated to access the advertising information for use in selectively identifying at least one advertisement; selectively searching for at least one advertisement; and displaying the at least a first discrete electronic display page containing the selectively searched at least one advertisement. (Col 2, lines 50-58: The first objective of the invention is achieved by an apparatus which provides

electronic advertisement to a client system coupled to the apparatus, the apparatus comprising: a database which stores advertisements and their campaign information; an advertisement server which generates electronic advertisement available to the client system; and means for performing a customization process which customizes the electronic advertisements to be delivered to each client system.; Col 4, lines 42-58: FIG. 10 shows a sample interaction of a user with the publisher's site. After connecting to the publisher's site using a web browser 10 as shown in a window on a user's display screen, the user is presented with a search page 13. The page contains a dialog box 12 where the user can enter a keyword to search the publisher's database. Note that the initial search page 13 already features a banner advertisement 11 that has been selected and supplied by the advertisement server 103 (FIG. I), not the publisher's server 101. After submitting the search word, FIG. 11 shows a result page 23 returned by the publisher's server 101 to the user's browser 10. The page contains items 24 found by the publisher's server 101 and another search box 22 as well as another advertisement 21 which was customized for the respective search word used. Each item 24 consists of a link to a web page of the item 24 and a brief description regarding the item 24.)

As per claim 3,4

Langheinrich et al. ('725) discloses:

The method of Claim 2, wherein before the step of displaying the discrete electronic display page on the electronic displaying means, the method comprises the step of: electronically receiving the selectively identified discrete electronic display page

containing the at least one of the plurality of individual advertisements. (Col 6, lines 11-25: 119. After the user requests a page from the content server 101, the server executes a script that will customize the requested page-for example by searching a database for a list of matching entries for a user query. In the process the publisher's script uses [2] the advertisement server selection API 119 to obtain an advertisement ID for the given customization parameters (for example the search keyword). The API 119 will query [3] to the database Server and obtain the relevant information [4] from the database server 104, make a selection based on the customization parameter and return [5] the respective advertisement ID back to the calling script. This advertisement ID information can then be embedded into the HTML image tag that is placed on the results page where the advertisement will be displayed. After returning [6] the results back to the client,...)

As per claim 5

Langheinrich et al. ('725) discloses:

The method of Claim 4, wherein the step of providing advertising information for a plurality of advertising entities, the advertising information comprising one or more advertisements, comprises the step of: providing advertising information for a plurality of advertising entities, the advertising information comprising one or more advertisements, wherein the advertisements comprise listing ads and, banner ads, wherein the banner ads correspond to the listing ads. (Col 4, lines 51-58: FIG. 11 shows a result page 23 returned by the publisher's server 101 to the user's browser 10. The page contains items 24 found by the publisher's server 101 and another search box 22 as well as

another advertisement 21 which was customized for the respective search word used. Each item 24 consists of a link to a web page of the item 24 and a brief description regarding the item 24. )

As per claim 6

Langheinrich et al. ('725) discloses:

The method of Claim 5, wherein the step of providing a microprocessor-based logic processor for use in electronically storing the advertising information, comprises the step of: providing a computer server operatively connected to the Internet for use in electronically storing the advertising information. (Col 4, lines 39-41: Advertisers can contact a maintenance server 106 that allows direct access to the advertisement information stored in the database server 104.)

As per claim 7

Langheinrich et al. ('725) discloses:

The method of Claim 6, wherein the step of arranging at least a first discrete electronic display page of at least a first portion of the advertising information in a multi-columnar format, comprises the step of: arranging at least a first discrete electronic display page of at least a first portion of the advertising information in a multi-columnar format, wherein the corresponding banner ads are positioned proximate to the listing ads. (Col 3, lines 10-12: A user connects to the system indirectly by downloading a content page from a publisher which contains a reference to an inline image.)

As per claim 8,9

Langheinrich et al. ('725) discloses:

A method of displaying advertising data for E-commerce entities, the steps comprising: providing an interactive electronic display screen having a first search section and a second display section; providing one or more associated E-commerce entities having at least one of advertising data and listing data; storing the advertising data and listing data; prearranging segments of the advertising data and listing data onto individual electronic display pages; providing a communication link between the interactive electronic display screen and the advertising data and listing data; selectively searching for a specific item of advertising data or listing data in the first search section; retrieving the electronic display page having said Specific item of data; and, displaying the electronic display page in the second display section. (Col 3, lines 1-7: The other objective of the present invention is also achieved by a method for querying a database for a list of display probabilities for relevant values of given customization parameters, the method comprising steps of: providing a learning system which pre-computes the display probabilities; and periodically updating display probabilities by the learning system.; Col 2, lines 50-58: A first objective of the invention is achieved by an apparatus which provides electronic advertisement to a client system coupled to the apparatus, the apparatus comprising: a database which stores advertisements and their campaign information; an advertisement server which generates electronic advertisement available to the client system; and means for performing a customization process which customizes the electronic advertisements to be delivered to each client system. (Fig. 1, Fig. 10, Fig. 11)

As per claim 12

Langheinrich et al. ('725) discloses:

The method of Claim 9, wherein the step of providing one or more E-commerce entities having associated advertising data and associated listing data respectively, comprises the step of: providing one or more E-commerce entities having associated advertising data and associated listing data respectively, wherein the display size of the associated advertising data and associated listing data varies from one E-commerce entity to the next. (Col 2, lines 59-67) The other objective of the present invention is achieved by a method of providing electronic advertisements to a client system, the method comprising the steps of decoding customization parameters embedded in a request from the client system, querying a database for a list of display probabilities for relevant values of the customization parameters, computing an overall display probability for the overall request, and selecting an advertisement according to the display probability.; Col 8 lines 49-51: The second item obtained by the learning script in FIG. 8 in step 1303 is the current distribution of customization parameters. This list contains attributes and their values...)

As per claim 13

Langheinrich et al. ('725) discloses:

The method of Claim 9, wherein the step of prearranging segments of the advertising data and listing data onto individual electronic display pages, comprises the step of: statically prearranging segments of the advertising data and listing data onto individual electronic display pages, wherein the advertising data and listing data is optimally arranged into multiple columns. (Col 3, lines 12-17: This image is then

requested by the browser, transparent to the user, directly from the system described here. The system uses a pre-computed, periodically updated table of display probabilities which prescribe a distribution for the available advertisements given the current conditions. )

As per claim 14,17

Langheinrich et al. ('725) discloses:

The method of Claim 8, wherein before the step of prearranging segments of the advertising data and listing data onto individual electronic display pages, the method comprises the step of: electronically sorting the advertising data and listing data into a plurality of end categories. (Col 3 lines 1-7: The other objective of the present invention is also achieved by a method for querying a database for a list of display probabilities for relevant values of given customization parameters, the method comprising steps of: providing a learning system which pre-computes the display probabilities; and periodically updating display probabilities by the learning system.)

As per claim 15

Langheinrich et al. ('725) discloses:

The method of Claim 14, wherein after the step of electronically sorting the advertising data and listing data into a plurality of end-categories, the method comprises the step of: electronically sorting the advertising data and listing data alphabetically. (Fig. 4, Fig. 8, C  
ol 5, lines 37-42: If neither advertisement ID nor customization parameters are present, the system will simply obtain a list of currently active advertisements (i.e.

advertisements that feature display constraints which do not prevent them from being shown under the current conditions...)

As per claim 16, 18-20

Langheinrich et al. ('725) discloses:

A method of advertising data for E-commerce entities, the steps comprising: providing a first group of one or more advertisements for a first group of associated E-commerce entities, the advertisements comprising: advertising data and listing data; electronically storing the first group of advertisements on a computer server; prearranging segments of the first group of one or more advertisements onto discrete electronic display pages; providing an interactive searching means for use in searching one or both of advertising data and listing data, the interactive searching means being operatively communicated to the computer server; adding advertisements to the first group of one or more advertisements thereby comprising a second group of advertisements; and rearranging segments of the second group of advertisements onto discrete electronic display pages. (Fig. 1-4, 6-11)

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 10 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Langheinrich ('725) and further in view of Reinbold et al. (6968513).

As per claim 10,11

Langheinrich et al. ('725) discloses:

The method of Claim 9, wherein the step of providing a microprocessor based interactive electronic display screen having a first search section and a second display section, further comprises the step of: providing a micro-computer having a display screen exhibiting a first search section and a second display section.

Langheinrich does not teach 2 display sections on a screen

Rinebold et al. (6968513) teaches a multi columnar format and a 1<sup>st</sup> and 2<sup>nd</sup> display section. (Fig. 13, Fig 14)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Langheinrich to display information in tabular form with search and results information to increase customer understanding of search process.

***Conclusion***

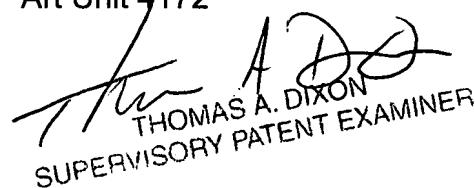
The prior art made of record and considered pertinent to applicant's disclosure is Japanese application 10-317699, file date of September 11, 1998 and publication # 2000-148675, published on May 30, 2000 titled Device and Method for Providing Customized Advertisement on WWW, inventor Langheinrich, assignee NEC Corp.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Colleen Hoar whose telephone number is 571-270-3447. The examiner can normally be reached on Monday- Thursday 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tom Dixon can be reached on 571-272-6803. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Colleen Hoar  
Examiner  
Art Unit 4172

  
THOMAS A. DIXON  
SUPERVISORY PATENT EXAMINER